

# Publishing Trends on the Web



**California State University, Hayward**  
**Brewster Kahle**  
**[brewster@archive.org](mailto:brewster@archive.org)**  
**February 28, 1996**

some old shells

Kept "in their due" personal cd doctrs

Keypoint features

keeping fish

the people have some rights

*James H. Gray*

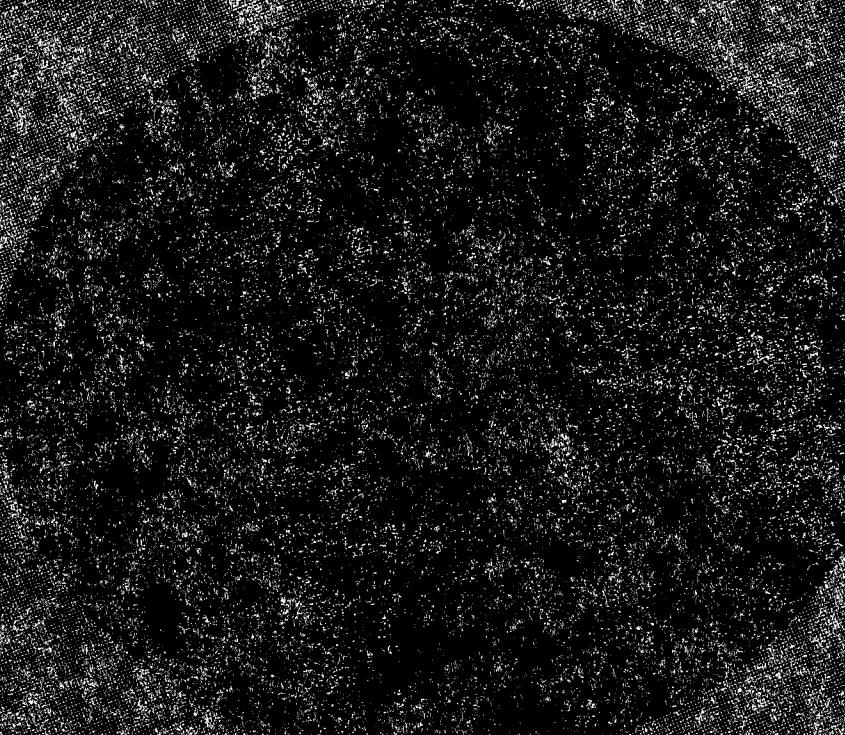
# Wed Challengos: Keep your modernism

272

# Web Choices to Make

- ◊ Repurpose or New Content?
- ◊ Inhouse or contract to Web House?
- ◊ When to Jump? How High?

# Publishing Trends on the Web



Brewster Kahle  
February 28, 1996  
California State University, Hayward

# Newspaper Revenue Streams

## Print Revenue

**25% Subscriptions**

**75% Advertisements**

## Ad Revenue Breakdown

**51.3% Retail Ads**

**37.0% Classified Ads**

**11.7% National Ads**

\* Standard & Poor's Industry Survey, October 1995

# Web Publishers Ad Revenue: \$12.4M Q4'95

Rank	Publisher	1995 Q4 \$
1.	Netscape	\$1,766,000
2.	Lycos	1,296,000
3.	InfoSeek	1,215,000
4.	Yahoo	1,086,000
5.	Pathfinder	810,000
6.	HotWired	720,000
7.	WebCrawler	660,000
8.	ESPENET SportZone	600,000
9.	GNN	594,000
10.	c/net	540,000

\*WebTrack Information Services, 1995

## Consumer Factoids

- ◊ Online Services market in 1994: \$800 million
- ◊ \$2 billion by 1997
- ◊ PC's in a third of all US homes
- ◊ 50% of PC's now have modems
- ◊ 30% of PC's outfitted with CD-ROM
- ◊ More PC's shipping into homes than television

# Internet Publishing Today: Browsing

- ◊ World Wide Web
- ◊ Isolated Service
- ◊ Wired--CMP--Time Inc--Britannica

# Netscape: The San Francisco Chronicle

Back | Forward | Home | Reference | Images | Open | Print | Find | Help

N

Location: <http://www.sfgate.com/chronicle/index.shtml>

What's New | What's Cookin' | Handbook | Net Search | Net Directory | Net Groups |

# San Francisco Chronicle

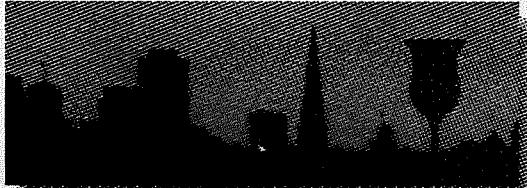
Monday, January 22, 1996

News  
[Editorial Page](#)

Business  
[Datebook](#)

Sporting Green  
[Herb Caen](#)

WHERE  
WILL  
YOU  
EAT  
TONIGHT?



[The Bay Area Dining Guide](#)

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Bookmarks | Home | Print | Design | Email | Search | Help | <http://www.nytimes.com/paper/>

Help

What's New | Handbook | Preferences | Help Contents | Help Index



# The New York Times

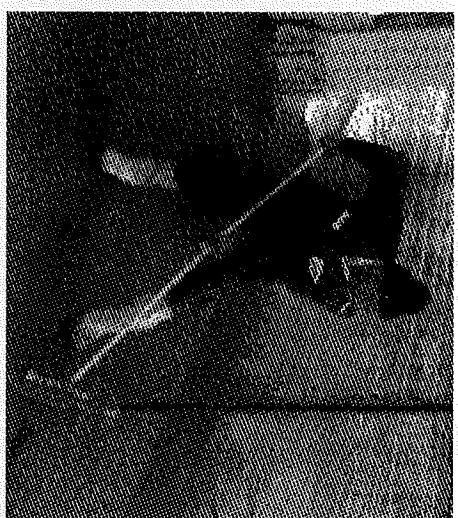
Monday, January 22, 1996

## 1 P.M. UPDATE

First Lady Offers  
To Give Senators  
Written Answers

## IN CYBERSPACE

**Virtual Genesis:**  
A Digital Universe  
By Amateur Gods



Northeast Mops Up After Floods

[Las Granas, Panama's 9/11 Moment](#)

REGISTRATION

location: http://www.nytimes.com/classified/helpwant.html

Where's New

What's Coming

Handbook

Net Services

Net Connection

Services

Support

Help



File Edit View Go Bookmarks Options Directory Help

3:58 PM



N

## Netscape: MONEY AND INVESTING UPDATE -- Credit Markets

Back

Home

Print

Find

Help

Print

Find

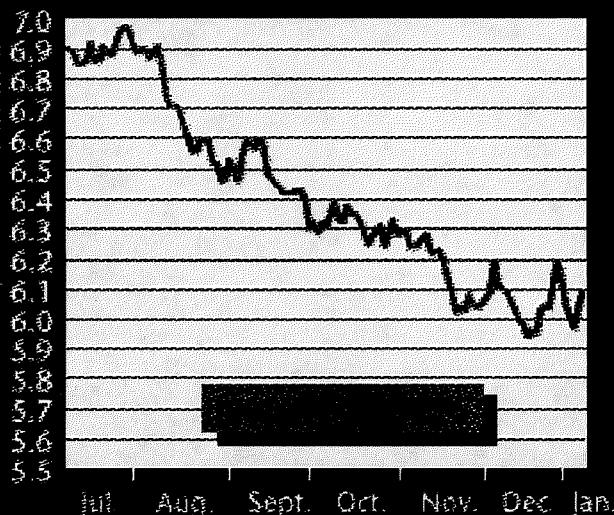
Help

URL: <http://update.wsj.com/update/edit/bonds.html>

N

What's New | What's Popular | Headlines | Market Search | NetMarket | News Groups

### Long-Term Treasury Bond Yield



Source: Bloomberg

2002, or about 16.25 billion, with a release date on Feb. 11 at 10:30 a.m. in the afternoon trading Treasury. The yield would move in the opposite direction of the price, ending up at 6.1256 around 10:30 a.m. Monday.

The debt ceiling Washington decided to raise further for the week by Monday, when Treasury Secretary Robert Rubin said the Treasury will run out of options to avoid a debt default by March. Given a rise in the debt ceiling, the government will have "no legal or prudent option" to permit it to pay its debt, Mr. Rubin said.

Senate Majority Leader Robert Byrd on Tuesday said the Senate will act the week of Feb. 11 on legislation boosting the \$4.3 trillion debt limit, but said he was

optimistic about bipartisan negotiations producing a budget-balancing plan. "It's probably pretty unlikely," Mr. Byrd said.

Mr. Dole's comment threw a bucket of cold water on those investors who had believed a budget accord could be reached in the near term. Furthermore, rising concern of a possible debt default, particularly among foreign investors of U.S. Treasury, led many to shift to shorter-term securities.

"Foreign investors are the most likely to panic if there is a perception there is a prospect of a

Year-End  
Review of  
Markets  
& Finance

THE  
NETWORK  
IS THE  
COMPUTER



NYNEX  
INTERACTIVE  
YELLOW PAGES





The Seattle Times and the Seattle Post-Intelligencer's classified **real estate** ads are now online. You can find a real estate ad that ran this week by browsing the location or type of real estate you're interested in or by searching a classification and typing in a keyword or words.

**Browse by region**

Click on a region in the map below to browse its listings, or use the buttons for other areas. For help with the browsing map, click [here](#).

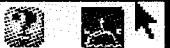
**Browse by real estate type**

For help with the browsing tool, click [here](#).



File Edit View Go Bookmarks Options Directory Window

3:15 PM



## Netscape: Coldwell Banker Featured Properties

Book

Home

Reload

Images

Open

Print

Find

N

Location: [http://www.coldwellbanker.com/cgi-bin/cbo\\_prp\\_dsp?prpid=3677](http://www.coldwellbanker.com/cgi-bin/cbo_prp_dsp?prpid=3677)

What's New?

What's Cool?

Handbook

Net Search

Net Classifieds

Software



### 291 30TH AVENUE, SAN FRANCISCO

Property ID: 3677

**Bedrooms: 4      Baths: 2.50      Price: \$645,000      MLS: 229067**

Bright & cheerful Seacliff jewel, well maintained, fine detailing, moldings, skylights afford lots of light, desirable & conv. loc.

For more information about this property please call 1-800-464-4292

CERB - NORTHERN CALIFORNIA

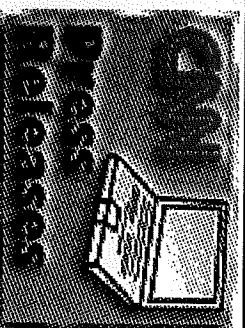
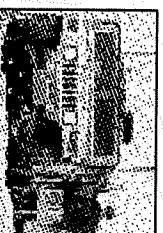
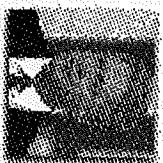




NetStage: CNN Interactive

Location: <http://www.cnn.com/>

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### Press Releases

**World:** Chechens release some, but not all, hostages  
**CNNfn:** Dow soars into record territory  
**World:** Tokyo police evict homeless from rail station  
**Politics:** MTV puts politics on wheels for young viewers  
**Technology:** Computer games conjure up magical worlds  
**Food & Health:** Genetic cancer screening poses dilemma for patients

### Gingrich finds some encouragement in Clinton's speech

### U.S. troops in Bosnia step up security against terrorists

Read the latest CNN press releases to find out what CNN has planned for the '96 Presidential campaign... and who'll be bringing it to you live, as part of our award-winning political team.

[U.S. News Briefs](#)  
[World News Briefs](#)

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Netscape: CNN - Police evict homeless - Jan. 24, 1996

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[http://www.cnn.com/WORLD/9601/homeless/japan\\_homeless\\_fight.mov](http://www.cnn.com/WORLD/9601/homeless/japan_homeless_fight.mov)

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Software



World News

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CNN HOMEPAGE

SEARCH MAIN WORLD NEWS PAGE

for up-to-date forecasts...

CNN Interactive's

weather

page

## Tokyo police evict homeless from rail station

January 24, 1996

Web posted at 12:30 p.m. EST (1730 GMT)

From Correspondent May Lee

TOKYO (CNN) -- Riot police and private guard forces moved in on Wednesday morning. ([629K QuickTime movie](#))



Protesters tossed eggs at police. Some forces moved in on a policeman, who was injured.

Most of the homeless were moved to a shelter.



more than 200 homeless people

fire extinguishers as the police used

efforts to bus them to a

## Changes to Watch For:

- ◊ New publishers: Classifieds, Catalogs
- ◊ Subscription Revenue may be illusive or require a new Institution
- ◊ Audio and Video coming soon
- ◊ Rapidly Changing Technology: formats, charging options, competitors

# Customer Demands

- ◊ What I want: Personalization
- ◊ How I want it: Packaged Delivery
- ◊ Single System: Aggregation
- ◊ Single Price: Understandable costs

# Agent Technology “Offers” It All:

- ◊ Automated Queries
- ◊ Vertical Market Packaging
- ◊ Aggregation (Starting to Appear)
- ◊ Easier Profiling (In research systems)
- ◊ Understandable Pricing (Uh, Someday)

# NewsHound Profile

## MECHANIC CENTER - Create NewsHound Profile

Use this form to create, delete or change a NewsHound profile.

Enter "x" to:

Create       Delete       Change

Profile title

The Web

Search:

Articles       Ads       Both

Type relevant words or phrases, separated by commas, in each box:

Possible terms

online, internet, web, netscape, mosaic, server,  
wais, www

Required terms

web

Terms to exclude

spiderx

Selectivity. Leave blank for default or enter 1 to 100. See Help.

# NewsHound Email Article

## [60] DELAHAYE GROUP TO OFFER NE

Date: Wed, 31 May 1995 15:50:23 -0800

To: brewster@wais.com

From: NewsHoundsJmercury.com (NewsHound)

Subject: [60] DELAHAYE GROUP TO OFFER NETBENCH: HIGH LEVEL WEB-SITE QUALITATIVE

ANALYSIS AND REPORTING; NETBENCH BUILDS ON SYSTEMS PROVIDED BY I/PRO AND INTERNET MEDIA SERVICES. Selected by your NewsHound profile entitled "ONLINE SERVICES". The selectivity score was 60 out of 100.

DeLahaye Group To Offer NetBench: High Level Web-Site Qualitative Analysis and Reporting; NetBench Builds On Systems Provided by I/PRO and Internet Media Services. DeLahaye Group To Offer NetBench: High Level Web-Site Qualitative Analysis and Reporting; NetBench Builds On Systems Provided by I/PRO and Internet Media Services

PORTSMOUTH, N.H.--(BUSINESS WIRE)--May 31, 1995--The DeLahaye Group today announced NetBench(TM), a new qualitative analysis and reporting service for evaluating the effectiveness of Internet marketing programs on the World Wide Web.

Related Internet service offerings to enhance the NetBench capability were also announced, including analysis of effective web-site design, data capture features, and message communication. These services will build on systems provided by I/PRO(TM) (Internet Profiles Corporation), San Francisco and Internet Media Services, Inc. (IMS), Palo Alto.

NetBench, the newest addition to DeLahaye's range of qualitative, comprehensive measurement services, evaluates the effectiveness of marketing sites on the World Wide Web. The NetBench analysis service, building on data compiled by the

## Individual Email Alerts

First! 02-23-95 (9 stories) <OB8

Date: Thu, 23 Feb 1995 04:02:29 -0500  
From: first@wolfl.individual.com  
To: Brewster@wais.com  
Subject: First! 02-23-95 (9 stories)

Subject: First! 02-23-95 (9 stories) <OBURNGFW> [Indiv4]

Thursday, February 23, 1995

PROFILE TITLE: Industry Awareness Rpt./Info. Svc. Overview  
CUSTOMIZED BY: INDIVIDUAL, Inc.  
HQ

12,430 Stories Received Today: 9 Relevant To Your Profile:

3. CYBERSPACE / WHERE THE WOMEN AREN'T! COMPUTERS & TECHNOLOGY
4. MCGRAW-HILL ESTABLISHES NEW INFORMATION SERVICES GROUP FOCUSING ON CORE INFORMATION PRODUCTS AND NEW MEDIA -- NEWLY INTEGRATED CORPORATE DEVELOPMENT DEPARTMENT ALSO ANNOUNCED
5. SPECTRUM INFORMATION TECHNOLOGIES FILES 10-Q FOR THIRD QUARTER
6. CREER SHIPS PAGEKEEPER 2.0 FOR WINDOWS
7. STANFORD UNIVERSITY RESEARCHERS DESIGNING ADVANCED INTERNET TOOLS
8. AMERICA ONLINE INC DEL UP 1.19 TO 67.69 ON VOLUME OF 472,700 SHARES

# WAIS Email Alert Setup

**Netscape: Profile Contents**

Back | Forward | Home | Reload | Images | Options | Print | **N**

Location: <http://www.wais.com/cdev/pub/profile.html>

[About News](#) | [What's Cool?](#) | [Handbook](#) | [Net Search](#) | [Net Directory](#)

## News Online

### Profile Contents

[Main Page](#) | [Feedback](#) | [Help](#)

[\[Delete\]](#) | [\[Search Tips\]](#) | [\[Edit\]](#)

**Profile 1**

[usaonline AND \(\( company = \(Chasebank\) \) OR \(bank\)\)](#)

**Profile 2**

[Pearl AND Jan](#)

**Profile 3**

[germany AND \(\( date < 10/1/95 TO 12/31/95\)\)](#)

**Profile 4**

[us interest rates AND \(\( date < 10/1/95 TO 11/31/94\)\)](#)

**Profile 5**

[derivatives AND \(\( company = \(Chasekrs trust\) \) OR \(bankers trust\)\)](#)

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# Ensemble Digital Newspaper

Investor's Business Daily - [Inside Today - 04-25-95]

[File](#) [Edit](#) [Newspaper](#) [View](#) [Window](#) [Help](#)

## Investor's Business Daily

"The Newspaper For Important Decision Makers"

Tuesday, April 25, 1995

### INSIDE Today

[Stocks Today's News](#)

[NYSE Stocks](#)

[NASDAQ Stocks](#)

[Amex Stocks](#)

[Volume Tables](#)

[NYSE Stocks](#)

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# WAISagent Personal Newspaper

Deanna's News

## WAISagent

From WAIS Inc.

Tuesday, May 30, 1995

 **WAIS Publishing**

Electronic Publishing  
Media - Publishing  
Interactive/Online Services  
Internet

 **WAIS Subject Journal**

Front Page  
Market Place Front Page  
Technology  
Editorial Stories

20 PENNSYLVANIA LIBRARIES WILL GIVE INTERNET  
ACCESS TO PUBLIC

COMPUTERWORLD LAUNCHES CENTER FOR  
PROFESSIONAL DEVELOPMENT: HOME PAGE ON  
THE WORLD WIDE WEB; On-Line Career Resource for  
Computer Professionals

IBM ThinkPad Proven products now featured on the Internet  
at The Road Warrior Outpost

Labor Unions Off To Slow Start In Cyberspace

NOVELL BRINGS THE INTERNET RIGHT TO THE  
DESK TOP

PR NEWSWIRE UNVEILS SITE ON THE WORLD WIDE  
WEB

PREMIER INTERNET BOOK MARKETING FIRMS TO  
ANNOUNCE UNPRECEDENTED STRATEGIC  
ALLIANCE AT ABA CONVENTION

 **Current Events**

Congress  
Supreme Court  
Federal Trade Commission  
Federal Communications

 **Personal Index**

 **WAIS@Search**

WAIS  
About WAIS

# WAISagent Setup

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**Newspaper Name:** Sample Personal Paper

## Newspaper Setup

**Categories**      **Possible Selections**

## Section 1: Online Publishing

Acclaim Entertainment

## Topic #2: Media – Publishing

Advanced Micro Devices  
AlphaLife & Casualty

## Topic #4: Internet

WSU Codes

## Section 2: Current Events

## Statistics Codes

## Topic #2: Supreme Court

C-1

### Topic #3: Federal Trade Commission

Select a company from the list at right or type the ticker symbol below.

### Topic #4: Federal Communications Comm.

SYMBOL

## Topic #1 : Front Page

WERNER DITTRICH

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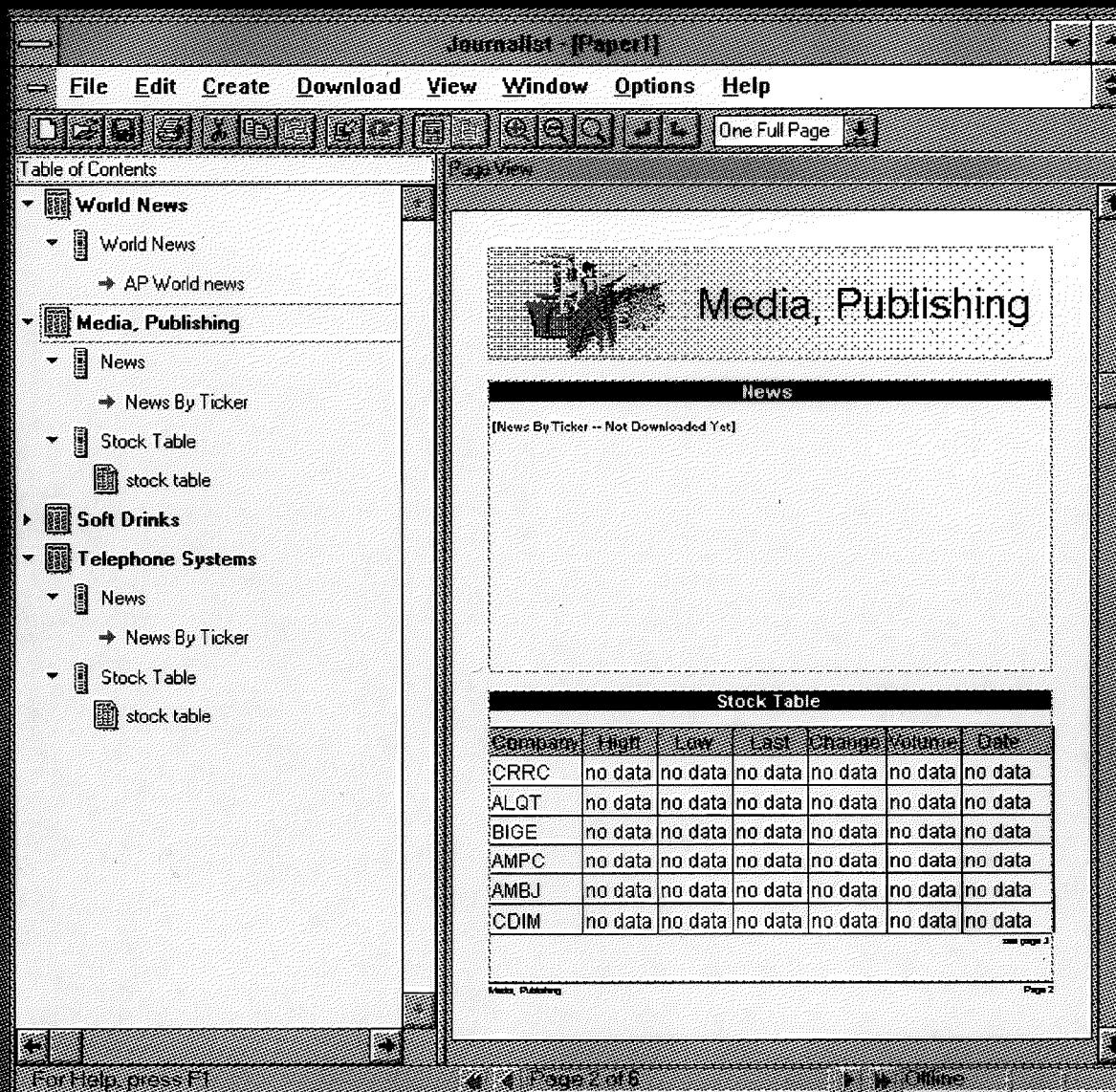
## Topic Options

## Topic #4: Editorial Stories

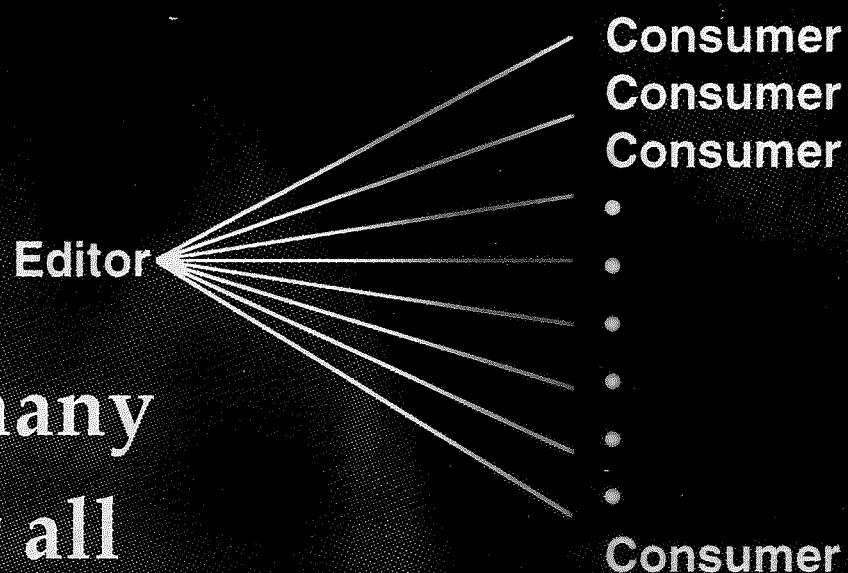
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卷之三

# Custom Newsletters: Journalist by PointCast



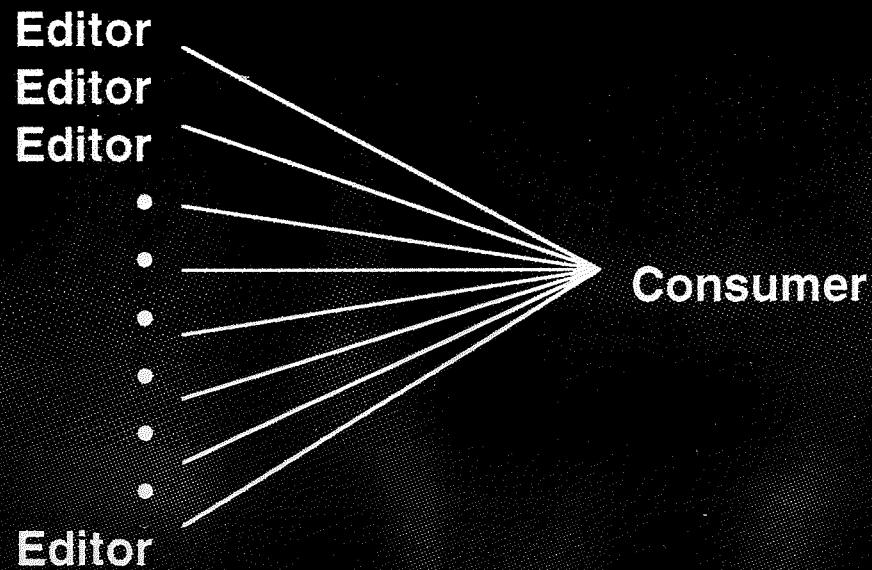
# Publishing of Old: Push



- ◊ One to many
- ◊ Same for all
- ◊ Editors set schedules



# Agent Publishing: Consumer Pull



- ◊ Integrated access to multiple sources
- ◊ Personal preferences drives the flow
- ◊ Easy Delivery

# Conclusion: Web Challenges

- ◊ Keep it fresh
- ◊ Keep it relevant
- ◊ Keep it “in their face”

Brewster Kahle  
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# Getting & Keeping Customers on the Web



Interactive Newspapers '96

Brewster Kahle

[brewster@archive.org](mailto:brewster@archive.org)

February 22, 1996